

WEEKLY BUSINESS REVIEW PAGE

PATRONIZE HOME INDUSTRY

Trade in Tulsa. Tulsa is the financial, commercial, industrial, social and political center of the southwest's most progressive state. Tulsa wants and has the facilities to handle the trade of the entire state.

"BE A BOOSTER"

Tulsa's progressive industries from all lines of business are represented on this page. The firms whose names appear here including wholesalers, jobbers and manufacturers are builders of a better Tulsa.

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FACTORY AND OFFICE SIXTH AND NINTH

Tulsa County and City Unite
For Their Mutual Benefit

The farmers of Tulsa county see in Tulsa their best market and in applying Tulsa with its produce a solution, perhaps of their problems. "Feed Tulsa" was the slogan adopted at a conference of farmers held here last week.

Sponsored by the Tulsa Chamber of Commerce, the conference was the first of a series of such meetings that are to be held at intervals as needed. It is not solely a conference of farmers; Tulsa business men met with them and discussed the problems that are the city's as well as the country's, for without the farmer the city would not be such. "Tulsa county produce plus Tulsa business" is the way that one representative at the conference put it. Such a combination, he said, most effectively solve the farmer's problem of marketing, and after all, according to him, the farmer's problem is essentially one of marketing.

Through organizations formed for the purpose, an impetus has been given truck growing, fruit growing and dairying in the county. The county agent believes that the import of such products into Tulsa from other parts of the state and out of the state may be materially cut down if the city can get the best in that line from farmers in the county.

Meanwhile, the rains of last week have been welcome to the farmers. Ground is in splendid shape for plowing and the moisture has been just what was needed for winter crops. The mild weather of the greater part of the week productive of a full in business for retailers, was abruptly terminated Thursday night by another downpour, followed by a little colder weather that was an impetus for trading.

Manufacturers are fairly busy, wholesalers of the district report a fair volume of business and retailers are busy.

Bankers, together with bankers the country over, are interested in the probable modification of the federal reserve act, a modification that is of paramount interest to livestock men. The change, which it is believed may be made at the forthcoming session of congress, would provide longer maturity than six months of livestock paper, greater latitude in assisting the farmer generally is considered by the administration, according to news dispatches sent from Washington. Recent rulings of the reserve board have made possible more liberal treatment of the agriculturist, the decision permitting more latitude in loans to co-operative or marketing associations being an instance.

The ruling excludes growers' drafts drawn and accepted by co-operative associations from the provision of the federal reserve act which limits the amount of paper by one maker a federal reserve bank rediscunt for any member to 10 per cent of the capital and surplus of the member bank. Removal of the 10 per cent limitation from co-operative marketing associations was regarded by board officials as of extreme importance in furnishing adequate facilities to these organizations.

Other rulings opening up credit channels to these associations, announced by the board covered the switches sent from Washington. Recent rulings of the reserve board have made possible more liberal treatment of the agriculturist, the decision permitting more latitude in loans to co-operative or marketing associations being an instance.

Davenport, Ratcliffe & Bronson, general insurance, have made a careful study of fire hazard conditions in the United States. The following statistics show what national tribute we pay to carelessness:

Fire losses for the years 1920 and 1921 amounted to about one billion dollars. In a recent address, W. M. Mallon, president of the National Fire Protection Association, stated that, working at a wage of \$1.50 an

hour, it would take 1,000 men 645,000 consecutive hours, or approximately 74 years, to earn this vast sum. Figured upon the basis of a 48 hour week, the period would be prolonged to over 267 years.

This tremendous property wastage tells only a part of the story. Every year thousands of lives are lost in fires. According to the estimate of President Mallon, about thirty thousand persons lost their lives in this way during 1920 and 1921, and over \$4,000 were injured.

There was no single conflagration of any magnitude in 1921, yet fire losses estimated at \$45,000,000 occurred in the United States during that year. John B. Morton, president of the National Board of Fire Underwriters, made this startling statement in an address delivered at the fifty-sixth annual meeting of the organization. Enlarging on the significance of these figures, he said:

Statistics show that the fire losses last year amounted to \$44,700,000, or \$1,400,000 a day. The 1921 loss exceeded that of 1920 by \$38,000,000.

American fire waste is excessive in amount and disastrous in its results. "It costs thousands of lives and hundreds of millions of dollars each year; it drains resources, retards industry and generally impairs prosperity; it reduces our supply of homes at a time when the housing shortage is already acute; it throws labor out of work at a time when unemployment is widespread; and what is more deplorable, it is known to be largely preventable."

"The responsibility for this condition rests almost exclusively upon the American public, and it can be corrected only when the American public, in a generous way, is aroused to the task, but the responsibility for leadership in this direction has been assumed by the fire insurance interests upon the principle that their business has grown out of fire hazards and that this fact is the moral warrant for such leadership."

"Out of the accumulated carelessness of the American people, has grown a fire waste that is seriously retarding our national economic development. Now, gentlemen, in a competition for trade with the nations of the world America, suffering as it does an unnecessary annihilation of nearly a half billion dollars of its capital resources in a single year, may be compared to a runner starting in a race with a heavy handicap. It seems to me, therefore, that one of the lessons for ensuing years is that of the urgent necessity for reducing this burden. America can never be efficient and prosperous in the highest degree until it learns and applies the lessons of conservation and economy."

With the cold snap of the latter part of last week, those few unfortunate who have not as yet made final arrangements for heating hastened to do so. The Tipton Sheet Metal Works, 114 South Boulder, specializes in heating for residences and apartments.

"At Tulsas are each year securing more adequate and better heating systems is the belief of this company. The firm is the local agent for the Round Oak Moisture Heating System. This heater is nationally advertised. It gives about forty degrees of humidity along with the usual amount of temperature that insures a healthful heat. The humidity is supplied by an automatic humidifier which is attached to the city water supply.

With a capacity of a million gallons a minute, Kansas City is building the world's largest sewer to protect terminals and industries from flood waters.

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Ice Cream

The Taste Tells

2
3
9
4

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